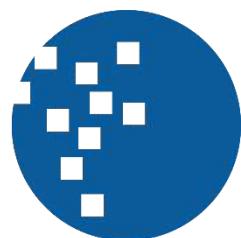


## **BUSINESS PROPOSAL PROJECT FOR BAGASHI**



**UMN**  
UNIVERSITAS  
MULTIMEDIA  
NUSANTARA

## **FINAL PROJECT REPORT**

**Dara Maria**

**00000059211**

**HOTEL OPERATIONS PROGRAM**  
**FACULTY OF BUSINESS**  
**UNIVERSITAS MULTIMEDIA NUSANTARA**  
**TANGERANG**  
**2025**

## BUSINESS PROPOSAL PROJECT FOR BAGASHI



### FINAL PROJECT REPORT

Submitted to fulfill one of the requirements  
to obtain the title of Associate Degree in Tourism (A.Md.Par.)

**Dara Maria**

**00000059211**

**UNIVERSITAS  
MULTIMEDIA  
NUSANTARA**  
**HOTEL OPERATIONS PROGRAM**  
**FACULTY OF BUSINESS**  
**UNIVERSITAS MULTIMEDIA NUSANTARA**  
**TANGERANG**  
**2025**

## NON - PLAGIARISM STATEMENT

I hereby,

Full Name : Dara Maria

Student ID : **00000059211**

Study Program : Hotel Operations

state that the final project titled:

This is the final Project of Bagashi

is the result of my own work. It is not a plagiarism nor written by anyone else, and all quoted and referenced sources have been correctly stated and included in the Bibliography.

Should it be proven that there is a fraud / irregularities in my paper, both related to the research process or thesis writing, I am willing to accept the consequence of being declared NOT PASS for the Final Project that I have taken. I will also bear all legal consequences against me and will not involve Universitas Multimedia Nusantara, regarding the act of plagiarism.

Tangerang, 10 February 2025



Dara Maria

## APPROVAL PAGE

The final project report titled  
**BUSINESS PROPOSAL PROJECT FOR BAGASHI**

By

Full Name : Dara Maria  
Student ID : 00000059211  
Study Program : Hotel Operations  
Faculty : Business

Has been approved to be presented on a Final Project Seminar  
at Universitas Multimedia Nusantara

Tangerang, 10 February 2025

Advisor



Oqke Prawira, S.ST, M.Si.Par., CHE  
(NIDN. 0428108007)

UNIVERSITAS  
MULTIMEDIA  
NUSANTARA  


Oqke Prawira, S.ST, M.Si.Par., CHE  
(NIDN. 0428108007)

## VALIDATION PAGE

The final project report titled:

### BUSINESS PROPOSAL PROJECT FOR BAGASHI

By

Full Name : Dara Maria  
Student ID : 00000059211  
Study Program : Hotel Operation  
Faculty : Business

Has been tested on Friday, 7 February 2025  
from 00.00 to 00.00, and was stated

PASSED

with the order of examiners as follows:

Advisor

Oqke Prawira, S.ST.Par,M.Si.Par, CHE

(NIDN.0428108007)

Examiner

Tri Ananti Listjana S.Si., MM

(NIDN. 0324127804)

Head Examiner

Adestya Ayu Armelia, S.ST. M.Si.Par  
(NIDN. 0323128505)

Head of Hotel Operations Program

Oqke Prawira, S.ST.Par,M.Si.Par, CHE  
(NIDN.0428108007)

## APPROVAL OF PUBLICATION

I hereby,

Full Name : Dara Maria  
Student ID : 00000059211  
Study Program : Hotel Operations  
Faculty : Business  
Type of Work : Final Project

Solely state that:

- I fully grant Universitas Multimedia Nusantara to publish my work at the Knowledge Center repository system, so that it can be accessed by the Academics/Public. I also declare that there is no confidential information presented in my paper, and would never revoke this grant for any reason.
- I do not grant Universitas Multimedia Nusantara to publish my work as it still undergo a submission process for a national/international journal/conference (proven by *proof of submission*)\*\*

Tangerang, 10 February 2025

Dara Maria  
00000059211

\*\* If I fail to obtain the *Letter of Acceptance* within 6 months, I would grant UMN a full access to my work and they may publish it at the Knowledge Center repository system.

## PREFACE

Gratitude for the blessing and grace to God Almighty, for the completion of this final project report with the title “Business Proposal Project For Bagashi” is done to fulfill one of the requirements for obtaining the associate degree in the field of Hotel Operations Programs at the faculty of Business at universitas Multimedia Nusantara.

I would like to thank

1. Dr, Ir, Andrey Andoko, M.Sc. as the Rector of Universitas Multimedia Nusantara.
2. Prof. Dr. FLorentina Kurniasari T., S.Sos., M.B.A as the Dean of the Business Faculty in Universitas Multimedia Nusantara.
3. Mr. Oqke Prawira, SST.Par,M.Si.Par as the Head of the Hotel Operations Program in Universitas Multimedia Nusantara.
4. To all lectures and batch 5 student Hotel Operations who has assisted for the administration completion of this final project
5. My family who has provided material and moral support, so that I can complete this final project report.

Hopefully this business plan project contributes as a source of information and inspiration for others.

Tangerang, 10 February 2025

Dara Maria  
0000059211

## BAGASHI

Dara Maria

### ABSTRAK

*Perkembangan kuliner di Indonesia berkembang dengan pesat, banyaknya usaha kecil yang mempunyai banyak ide untuk membuka kuliner yang baru dan juga unik. Dan banyaknya kuliner baru di Indonesia yang membuat para konsumen menjadi tidak bosan. Maka dari itu hadirlah Bagashi ke dalam lingkup kuliner baru, dengan ini Bagashi memperkenalkan makanan khas Jepang dan juga campuran dari Amerika yang disebut dengan fusion food. Hal ini memiliki potensi besar untuk mengembangkan industri kuliner di Indonesia, khususnya di sektor UMKM. UMKM sendiri juga memiliki peran penting di Indonesia karena membangkitkannya perekonomian di Indonesia. Dalam studi ini dilakukan analisis untuk modal usaha, biaya produksi, dan keuntungan membuka usaha. Dengan mengembangkan faktor kualitas bahan baku serta strategi marketing yang tepat, burger sushi dapat menjadi alternatif untuk membuka usatu usaha UMKM yang akan membantu perkonomian Indonesia*

**Kata kunci:** Burger Sushi, Kuliner, UMKM



## BAGASHI

Dara Maria

### ***ABSTRACT***

*The culinary scene in Indonesia is rapidly growing, with many small businesses coming up with innovative ideas to open new and unique food ventures. The emergence of various new culinary options has kept consumers from getting bored. This is where Bagashi enters the culinary scene, introducing a blend of traditional Japanese cuisine with an American twist known as fusion food. This concept has great potential to develop the culinary industry in Indonesia, particularly in the MSME (Micro, Small, and Medium Enterprises) sector. MSMEs play a crucial role in Indonesia's economy by driving economic growth. This study analyzes the capital investment, production costs, and potential profits of starting a business. By focusing on the quality of raw materials and implementing the right marketing strategies, Burger Sushi can become an alternative for starting a successful MSME business that can contribute to Indonesia's economic growth.*

***Keywords:*** *Burger sushi, Culinary, MSME*



## TABLE OF CONTENT

NON - PLAGIARISM STATEMENT.....	ii
APPROVAL PAGE.....	iii
VALIDATION PAGE.....	iv
APPROVAL OF PUBLICATION.....	v
PREFACE.....	vi
ABSTRAK.....	vii
<i>ABSTRACT</i> .....	<i>viii</i>
TABLE OF CONTENT.....	ix
LIST OF TABLE.....	xi
LIST OF FIGURE.....	xii
LIST OF APPENDIX.....	xiii
EXECUTIVE SUMMARY.....	xiv
<b>CHAPTER I</b>	
COMPANY OVERVIEW.....	1
1.1 Industry Analysis.....	1
1.2 Company Description.....	3
A. Vision & Mission.....	3
B. Business Legalities.....	4
C. Business Location.....	4
D. Job Descriptions.....	4
1.3 Product and Services.....	5
<b>CHAPTER II</b>	
MARKETING PLAN.....	6
2.1 Market Size.....	6
2.1.1. Interview Result.....	6
2.1.2. Survey Result.....	7
2.1.3. Conclusion.....	11
2.2 Competitor Analysis.....	12
2.2.1 Direct Competitor.....	12
2.2.2 Indirect Competitor.....	13
2.2.3 SWOT.....	14
2.3 Sales Goal.....	15
2.4 Marketing Strategy.....	15
2.4.1 Product.....	16
2.4.2 Distribution.....	16
2.4.3 Promotion.....	16

2.4.4 Pricing.....	17
<b>CHAPTER III</b>	
<b>OPERATIONAL PLAN.....</b>	<b>18</b>
3.1 Location.....	18
3.2 Operational Flow.....	20
<b>Table 3.1 Operational Flow.....</b>	<b>20</b>
3.3 Supplies and Suppliers.....	20
3.4 Control Procedures.....	22
3.5 Staffing.....	24
<b>CHAPTER IV</b>	
<b>FINANCIAL PLAN.....</b>	<b>28</b>
4.1 Capital Needs.....	28
4.2 COGS.....	29
4.3 Operating Expense.....	29
4.4 Breakeven Point.....	30
4.5 Income Statement.....	31
<b>CHAPTER V</b>	
<b>EXHIBITION.....</b>	<b>33</b>
5.1 Location & Venue.....	33
5.2 Budget.....	34
5.3 Product Presentation.....	35
5.4 Media and Promotion.....	36
<b>REFERENCES.....</b>	<b>37</b>
<b>APPENDIX.....</b>	<b>38</b>



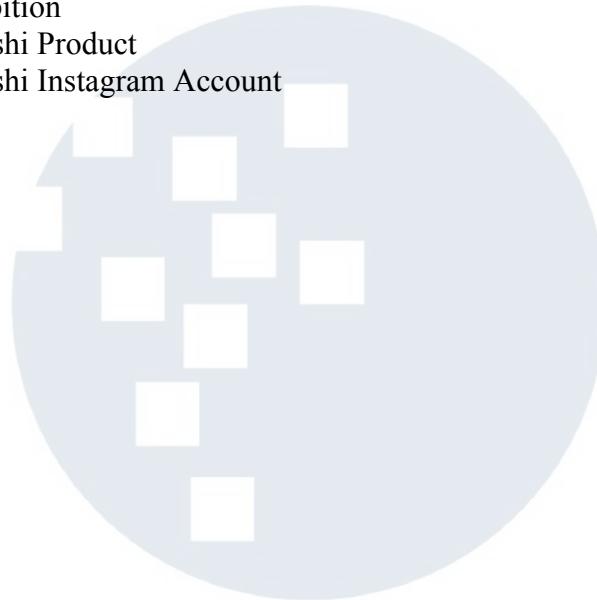
## LIST OF TABLE

Table 2.1 Survey Result	8
Table 2.2 Visit to Little Tokyo at Blok M	10
Table 2.3 Interest in Burger Sushi	10
Table 2.4 Experience with Burger Sushi	10
Table 2.5 Direct Competitor Analysis	13
Table 2.6 Indirect Competitors	13
Table 2.7 SWOT Analysis	14
Table 2.8 Sales Goals	15
Table 2.9 Advertising Tools and Budget	17
Table 3.1 Operational Flow	20
Table 3.2 Facilities List	21
Table 3.3 Schedule Employee	25
Table 3.4 Structure Organization	25
Table 4.1 List of Assets	28
Table 4.2 Cost of Goods Sold (in Rupiah)	29
Table 4.3 Operating Expense (in Rupiah)	30
Table 4.4 Break Even Point	31
Table 4.5 Daily Sales Goals	31
Table 4.6 Income Statement	32
Table 5.1 Budget	35



## LIST OF FIGURE

Figure 3.2 Street Food Location	19
Figure 3.3 Street Food Location	19
Figure 5.1 Exhibition	34
Figure 5.2 Bagashi Product	36
Figure 5.3 Bagashi Instagram Account	37



**UMN**  
UNIVERSITAS  
MULTIMEDIA  
NUSANTARA

## LIST OF APPENDIX

Appendix

39



**UMN**  
UNIVERSITAS  
MULTIMEDIA  
NUSANTARA

## EXECUTIVE SUMMARY

The food and beverage industry particularly the fast-casual segment. Bagashi aims to capitalize on this trend by offering a unique range of Japanese-inspired snacks such as beef patties, sushi rolls, takoyaki, gyoza, and other fusion bites. Positioned in the fast-casual dining sector, Bagashi provides high-quality food at an accessible price point, catering to customers looking for authentic flavors with a modern twist. Our menu will offer both traditional Japanese snacks and creative fusion options, making it easy for customers to experience the diversity of Japanese cuisine in a fast, convenient, and affordable way.

Our primary target market includes young professionals, students, and food enthusiasts who are drawn to flavorful, convenient, and affordable dining options. Additionally, families will appreciate our variety of snack choices, which cater to diverse tastes and preferences. Our business model is based on a fast-casual dining experience that offers both dine-in and take-out options, alongside online ordering and delivery services. By keeping overhead costs low and focusing on quick, efficient service, Bagashi aim to achieve strong profitability and scale our business as demand grows.

The Bagashi is led by Dara Maria, the founder of Bagashi. Dara's background in both the food service industry and business management positions her to lead Bagashi to success. As the brand gains recognition, Bagashi plans to expand from its flagship location to multiple outlets, and ultimately explore franchising opportunities, positioning the company for long-term growth and profitability.